

# Moleta

ARCHITECTURAL

(FLAT OIL PAINT)

## COLOR GUIDE



MONROE LEDERER & TAUSSIG INC.

PHILADELPHIA PA.



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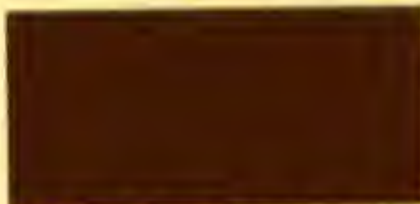


# Moleta

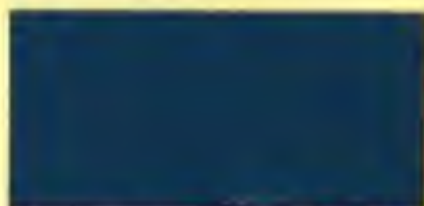
## ENAMEL TONERS FOR EXTERIOR AND INTERIOR USE



Enamel Toner Medium Green #907



Enamel Toner Dark Brown #902



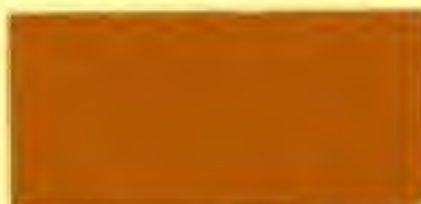
Enamel Toner Medium Blue #901



Enamel Toner Medium Yellow #910



Enamel Toner Medium Red #909



Enamel Toner Ecu #905



Enamel Toner Maroon #904



Enamel Toner Dark Blue #900



Enamel Toner Jet Black #903



Enamel Toner Dark Green #906



Enamel Toner Dark Red #908



1/4 Gal. Enamel Toner Med. Green #907  
and 1 Gal. Gloss White Enamel



1/4 Gal. Enamel Toner Dark Brown #902  
and 1 Gal. Gloss White Enamel



1/4 Gal. Enamel Toner Medium Blue #901  
and 1 Gal. Gloss White Enamel



1/4 Gal. Enamel Toner Medium Yellow  
#910 and 1 Gal. Gloss White Enamel



1/4 Gal. Enamel Toner Medium Red #909  
and 1 Gal. Gloss White Enamel



1/4 Gal. Enamel Toner Ecu #905 and  
1 Gal. Gloss White Enamel



1/4 Gal. Enamel Toner Maroon #904  
and 1 Gal. Gloss White Enamel



1/4 Gal. Enamel Toner Dark Blue #900  
and 1 Gal. Gloss White Enamel



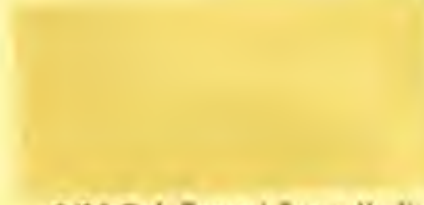
1/4 Gal. Enamel Toner Jet Black #903  
and 1 Gal. Gloss White Enamel



1/4 Gal. Enamel Toner Dark Green #906  
and 1 Gal. Gloss White Enamel



1/4 Gal. Enamel Toner Dark Red #908  
and 1 Gal. Gloss White Enamel



1/16 Gal. Enamel Toner Medium Green  
#907 and 1 Gal. Gloss White Enamel



1/16 Gal. Enamel Toner Dark Brown  
#902 and 1 Gal. Gloss White Enamel



1/16 Gal. Enamel Toner Medium Blue  
#901 and 1 Gal. Gloss White Enamel



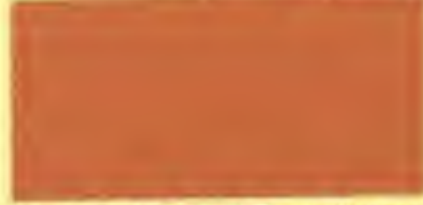
1/16 Gal. Enamel Toner Medium Yellow  
#910 and 1 Gal. Gloss White Enamel



1/16 Gal. Enamel Toner Medium Red  
#909 and 1 Gal. Gloss White Enamel



1/16 Gal. Enamel Toner Ecu #905  
and 1 Gal. Gloss White Enamel



1/16 Gal. Enamel Toner Maroon #904  
and 1 Gal. Gloss White Enamel



1/16 Gal. Enamel Toner Dark Blue #900  
and 1 Gal. Gloss White Enamel



1/16 Gal. Enamel Toner Jet Black #903  
and 1 Gal. Gloss White Enamel



1/16 Gal. Enamel Toner Dark Green  
#906 and 1 Gal. Gloss White Enamel



1/16 Gal. Enamel Toner Dark Red #908  
and 1 Gal. Gloss White Enamel

These shades were obtained by mixing  
MOLETA ENAMEL TONER COLORS with MOLETA OXFORD S. G. ENAMEL GLOSS.







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# ***Moleta*** ARCHITECTURAL COLOR GUIDE

Architects and decorators require for their clientele a selection of colors for painting. Heretofore, color chips furnished by various manufacturers have been submitted, and frequently patrons would select two colors, one lighter, the other darker, and request the architect or decorator to supply them with a color in between these two. This resulted in an indefinite selection, and very frequently controversies resulted.

Wall Paper sample books, when submitted, permit a specific selection, and if the patron does not like his choice after it is on the wall the responsibility is entirely up to the customer.

## **ADVANTAGES OF MOLETA ARCHITECTURAL COLOR GUIDE**

The MOLETA ARCHITECTURAL COLOR GUIDE gives a wide selection of colors and makes it possible to definitely select one of the many shades of paint and thereby eliminate the indefinite selection made by many in the past.

## **MOLETA TONERS**

MOLETA TONERS are very high grade colors having concentrated tinting strength and clean undertones, resulting in beautiful pastel and deep shades when mixed in accordance with formula printed on the reverse side of each sheet in the color guide.

MOLETA TONERS may be used as they come in the can as a flat finish for all interior surfaces. When applied as it comes in the can stippling is recommended.

## **FORMULATION**

In making a formulation as directed, MOLETA TONERS and MOLETA FLAT WHITE E. S. FINISH should be mixed together as they come in the can, and thinners added only after the formulation is completed.

The architect and decorator know there is a variation to be expected in color, depending on the character and porosity of the surface on which it is applied and the accuracy with which the various mixing colors are measured.

The shades in the MOLETA ARCHITECTURAL COLOR GUIDE were obtained by the mixing of MOLETA FLAT WHITE E. S. FINISH in the White and colors and MOLETA toners, and it is unlikely that any other flat whites of other manufacturers will give a similar shade. This even includes our own stippling flat.

*Colors in the wet state frequently look entirely different than in the dry state.*

*Allowance must therefore be made accordingly.*

## **MIXING EXAMPLE**

Procedure of mixing the various colors and Toners to obtain the shade selected by your customer is based on parts by volume, and if you desire to mix a given quantity we suggest that you base your calculation on gallons, as per the following exhibit:

### **MOLETA FORMULA No. 95**

8 Parts Toner Red No. 802.....	8 gal.
1 Part Toner Black No. 803.....	1 gal.
16 Parts White .....	16 gal.
Total	25 gal.

For smaller quantities use  $\frac{1}{4}$  pts.,  $\frac{1}{2}$  pts., etc. as a basis of calculation.







## SPECIFICATIONS

### **Moleta** E. S. PAINT SYSTEM

#### PREPARATORY WORK

Prepare all surfaces previous to applying MOLETA PAINT PRODUCTS as follows:

1. Remove all dirt, grease and rust.
2. Remove all loose paint.
3. Sand, scrape and steel wool all checked and rough paint and spackle or build to make smooth surface.
4. Cut out as dove-tail to generous width, all cracks in plaster, and patch with patching plaster, then sand and treat to match adjoining surfaces and finishes so that patch will not show. Take care of all holes and loose plaster in like manner.
5. Carefully fill all other holes and open points and treat so that filling will not show.
6. Spot paint all patching and filling with an extra coat of MOLETA FLAT WHITE E. S. PRIMER.
7. Sandpaper or steel wool all surfaces thoroughly before the first coat and between each succeeding coat.
8. Wash off all water paint and glue size. Use warm water with a cleanser and then rinse with clear, warm water.
9. All plaster, concrete and other surfaces must be thoroughly dry. After first coat of Primer has been applied on new or painted walls, if any spots show a dead finish these spots should be re-touched with MOLETA FLAT WHITE E. S. PRIMER, allowing twenty-four hours to dry before the following application. Spotting is generally indicative of a defective condition such as excessive lime or extreme sponginess of plaster.

#### NOTE

Allow no less than twenty-four hours for drying between each application. During cold or rainy weather, forty-eight hours or more is preferred before subsequent applications are applied.

All items in the MOLETA E. S. PAINT SYSTEM are to be crossed and flowed out, and not brushed out excessively.

## PAINTING OF INTERIOR WALLS AND CEILINGS

OF PLASTER, CONCRETE, CELOTEX, BEAVER-BOARD, ETC.

### NEW OR UNPAINTED SURFACES

#### FLAT FINISH

##### TWO COAT JOB:

- 1st Coat—MOLETA FLAT WALL E. S. PRIMER. This material must be reduced with one pint of Pure Gum Spirits of Turpentine to the gallon.
- 2nd Coat—MOLETA FLAT WHITE E. S. FINISH as it comes in the can.

##### THREE COAT JOB:

- 1st Coat—MOLETA F. W. E. S. PRIMER (in accordance with directions).
- 2nd Coat—MOLETA F. W. E. S. PRIMER and MOLETA FLAT WHITE E. S. FINISH in equal parts.
- 3rd Coat—MOLETA FLAT WHITE E. S. FINISH as it comes in the can.

#### FLAT STIPPLE FINISH

##### TWO COAT JOB:

- 1st Coat—MOLETA F. W. E. S. PRIMER (in accordance with directions).
- 2nd Coat—MOLETA FLAT WHITE E. S. STIPPLE as it comes in the can.

##### THREE COAT JOB:

- 1st Coat—MOLETA F. W. E. S. PRIMER (in accordance with directions).
- 2nd Coat—MOLETA FLAT WHITE E. S. FINISH.
- 3rd Coat—MOLETA FLAT WHITE E. S. STIPPLE as it comes in the can.

#### SEMI-GLOSS FINISH

##### THREE COAT JOB:

- 1st Coat—MOLETA F. W. E. S. PRIMER (in accordance with directions).
- 2nd Coat—MOLETA FLAT WHITE E. S. FINISH and MOLETA EGGSHELL ENAMEL (SEMI-GLOSS) in equal parts.
- 3rd Coat—MOLETA EGGSHELL ENAMEL (SEMI-GLOSS) as it comes in the can.

#### FULL GLOSS FINISH

##### THREE COAT JOB:

- 1st Coat—MOLETA F. W. E. S. PRIMER (in accordance with directions).
- 2nd Coat—MOLETA FLAT WHITE E. S. FINISH and MOLETA ENAMEL in equal parts.
- 3rd Coat—MOLETA ENAMEL as it comes in the can.

#### GLOSS STIPPLE FINISH

##### THREE COAT JOB:

- 1st Coat—MOLETA F. W. E. S. PRIMER (in accordance with directions).
- 2nd Coat—MOLETA F. W. E. S. PRIMER and MOLETA FLAT WHITE E. S. FINISH in equal parts.
- 3rd Coat—MOLETA E. S. GLOSS STIPPLE as it comes in the can.







OF PLASTER, CONCRETE, CELOTEX, BEAVER-BOARD, ETC.

### FLAT FINISH

#### ONE COAT JOB:

MOLETA FLAT WHITE E. S. FINISH as it comes in the can.

#### TWO COAT JOB: Over a surface that has a flat paint thereon:

1st Coat—MOLETA F. W. E. S. PRIMER (in accordance with directions).  
2nd Coat—MOLETA FLAT WHITE E. S. FINISH as it comes in the can.

#### TWO COAT JOB: Over a surface that has an enamel or oil paint thereon:

1st Coat—MOLETA F. W. E. S. PRIMER and MOLETA FLAT WHITE E. S. FINISH in equal parts.  
2nd Coat—MOLETA FLAT WHITE E. S. FINISH as it comes in the can.

#### THREE COAT JOB:

1st Coat—MOLETA F. W. E. S. PRIMER.  
2nd Coat—MOLETA F. W. E. S. PRIMER and MOLETA FLAT WHITE E. S. FINISH in equal parts.  
3rd Coat—MOLETA FLAT WHITE E. S. FINISH as it comes in the can.

### FLAT STIPPLE FINISH

#### ONE COAT JOB:

MOLETA FLAT WHITE E. S. STIPPLE as it comes in the can.

#### TWO COAT JOB:

1st Coat—MOLETA F. W. E. S. PRIMER and MOLETA FLAT WHITE E. S. STIPPLE in equal parts.  
2nd Coat—MOLETA FLAT WHITE E. S. STIPPLE as it comes in the can.

#### THREE COAT JOB:

1st Coat—MOLETA F. W. E. S. PRIMER and MOLETA FLAT WHITE E. S. FINISH in equal parts.  
2nd Coat—MOLETA FLAT WHITE E. S. FINISH as it comes in the can.  
3rd Coat—MOLETA FLAT WHITE E. S. STIPPLE as it comes in the can.

### SEMI-GLOSS FINISH

#### ONE COAT JOB:

MOLETA EGGSHELL ENAMEL (SEMI-GLOSS) as it comes in the can.

#### TWO COAT JOB:

1st Coat—MOLETA FLAT WHITE E. S. FINISH and MOLETA EGGSHELL ENAMEL (SEMI-GLOSS) in equal parts.  
2nd Coat—MOLETA EGGSHELL ENAMEL (SEMI-GLOSS)

#### THREE COAT JOB:

1st Coat—MOLETA FLAT WHITE E. S. FINISH.  
2nd Coat—MOLETA FLAT WHITE E. S. FINISH and MOLETA EGGSHELL ENAMEL (SEMI-GLOSS) in equal parts.  
3rd Coat—MOLETA EGGSHELL ENAMEL (SEMI-GLOSS) as it comes in the can.

### FULL GLOSS FINISH

#### ONE COAT JOB:

MOLETA ENAMEL as it comes in the can.

#### TWO COAT JOB:

1st Coat—MOLETA FLAT WHITE E. S. FINISH and MOLETA ENAMEL in equal parts.  
2nd Coat—MOLETA ENAMEL as it comes in the can.

#### THREE COAT JOB:

1st Coat—MOLETA FLAT WHITE E. S. FINISH.  
2nd Coat—MOLETA FLAT WHITE E. S. FINISH and MOLETA ENAMEL in equal parts.  
3rd Coat—MOLETA ENAMEL as it comes in the can.

### GLOSS STIPPLE FINISH

#### ONE COAT JOB:

MOLETA E. S. GLOSS STIPPLE as it comes in the can.

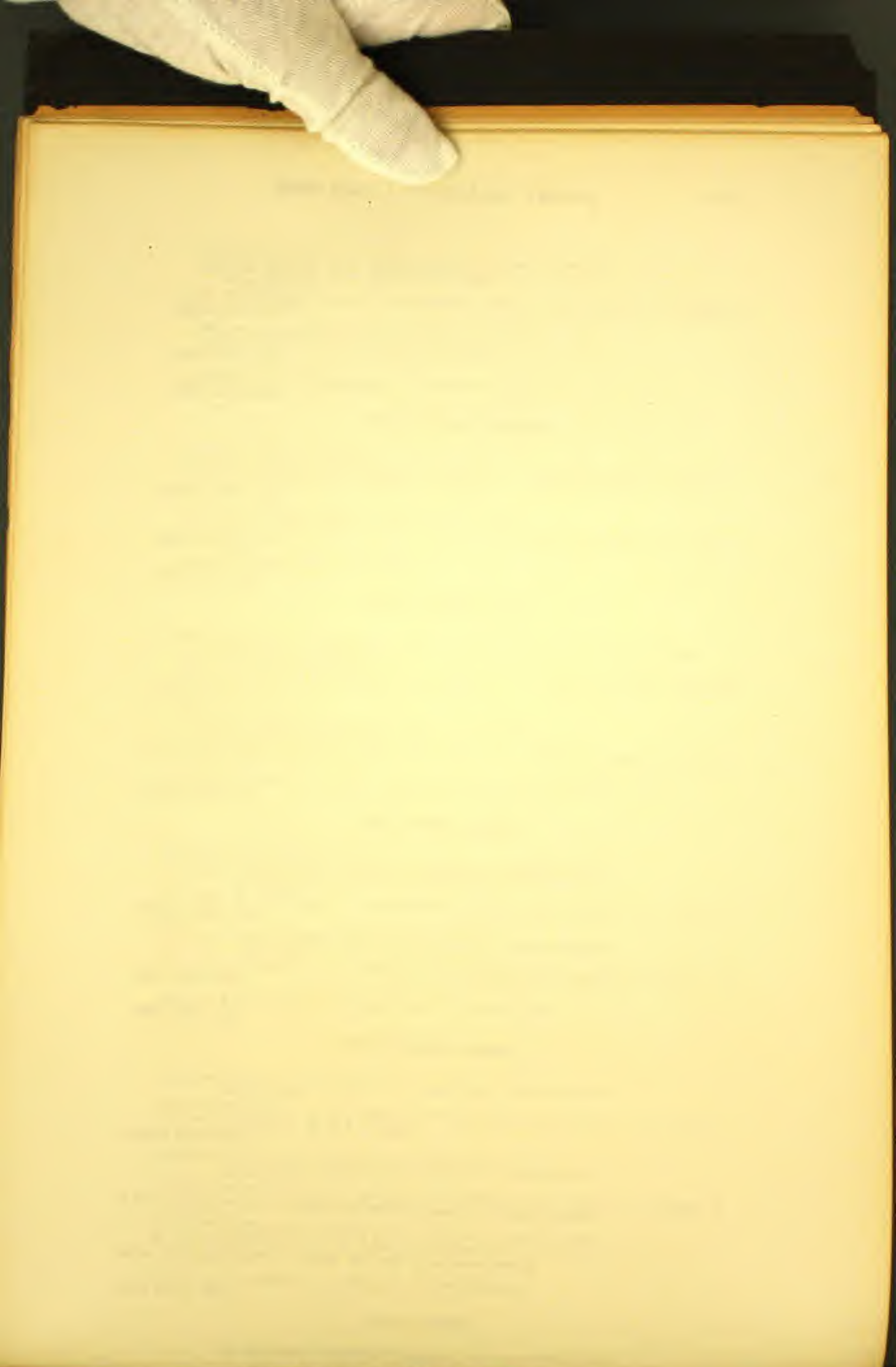
#### TWO COAT JOB:

1st Coat—MOLETA FLAT WHITE E. S. FINISH  
2nd Coat—MOLETA E. S. GLOSS STIPPLE as it comes in the can.

#### THREE COAT JOB:

1st Coat—MOLETA F. W. E. S. PRIMER and MOLETA FLAT WHITE E. S. FINISH in equal parts.  
2nd Coat—MOLETA FLAT WHITE E. S. FINISH.  
3rd Coat—MOLETA E. S. GLOSS STIPPLE as it comes in the can.





NEW OR UNPAINTED WOOD

FLAT TOP



## **NEW OR UNPAINTED WOOD**

### **FLAT FINISH**

#### **TWO COAT JOB:**

- 1st Coat—MOLETA COMBINATION PRIMER and UNDERCOAT as it comes in the can.
- 2nd Coat—MOLETA FLAT WHITE E. S. FINISH.

#### **THREE COAT JOB:**

- 1st Coat—MOLETA COMBINATION PRIMER and UNDERCOAT as it comes in the can.
- 2nd Coat—MOLETA COMBINATION PRIMER and UNDERCOAT and MOLETA FLAT WHITE E. S. FINISH in equal parts.
- 3rd Coat—MOLETA FLAT WHITE E. S. FINISH as it comes in the can.

### **SEMI-GLOSS FINISH**

#### **TWO COAT JOB:**

- 1st Coat—MOLETA COMBINATION PRIMER and UNDERCOAT as it comes in the can.
- 2nd Coat—MOLETA EGGSHELL ENAMEL (SEMI-GLOSS) as it comes in the can.

#### **THREE COAT JOB:**

- 1st Coat—MOLETA COMBINATION PRIMER and UNDERCOAT as it comes in the can.
- 2nd Coat—MOLETA COMBINATION PRIMER and UNDERCOAT and MOLETA EGGSHELL ENAMEL (SEMI-GLOSS) in equal parts.
- 3rd Coat—MOLETA EGGSHELL ENAMEL (SEMI-GLOSS) as it comes in the can.

### **FULL GLOSS FINISH**

#### **THREE COAT JOB:**

- 1st Coat—MOLETA COMBINATION PRIMER and UNDERCOAT as it comes in the can.
- 2nd Coat—MOLETA FLAT WHITE E. S. FINISH and MOLETA ENAMEL in equal parts.
- 3rd Coat—MOLETA ENAMEL as it comes in the can.

## **REPAINTING OF WOODWORK**

### **FLAT FINISH**

#### **ONE COAT JOB:**

- MOLETA FLAT WHITE E. S. FINISH as it comes in the can.

#### **TWO COAT JOB:**

- 1st Coat—MOLETA COMBINATION PRIMER and UNDERCOAT and MOLETA FLAT WHITE E. S. FINISH in equal parts.
- 2nd Coat—MOLETA FLAT WHITE E. S. FINISH as it comes in the can.

#### **THREE COAT JOB:**

- 1st Coat—MOLETA COMBINATION PRIMER and UNDERCOAT and MOLETA FLAT WHITE E. S. FINISH in equal parts.
- 2nd Coat—MOLETA FLAT WHITE E. S. FINISH.
- 3rd Coat—MOLETA FLAT WHITE E. S. FINISH.

### **SEMI-GLOSS FINISH**

#### **ONE COAT JOB:**

- MOLETA EGGSHELL ENAMEL (SEMI-GLOSS) as it comes in the can.

#### **TWO COAT JOB:**

- 1st Coat—MOLETA FLAT WHITE E. S. FINISH and MOLETA EGGSHELL ENAMEL (SEMI-GLOSS) in equal parts.
- 2nd Coat—MOLETA EGGSHELL ENAMEL (SEMI-GLOSS) as it comes in the can.

#### **THREE COAT JOB:**

- 1st Coat—MOLETA FLAT WHITE E. S. FINISH.
- 2nd Coat—MOLETA FLAT WHITE E. S. FINISH and MOLETA EGGSHELL ENAMEL (SEMI-GLOSS) in equal parts.
- 3rd Coat—MOLETA EGGSHELL ENAMEL (SEMI-GLOSS) as it comes in the can.

### **FULL GLOSS FINISH**

#### **ONE COAT JOB:**

- MOLETA ENAMEL as it comes in the can.

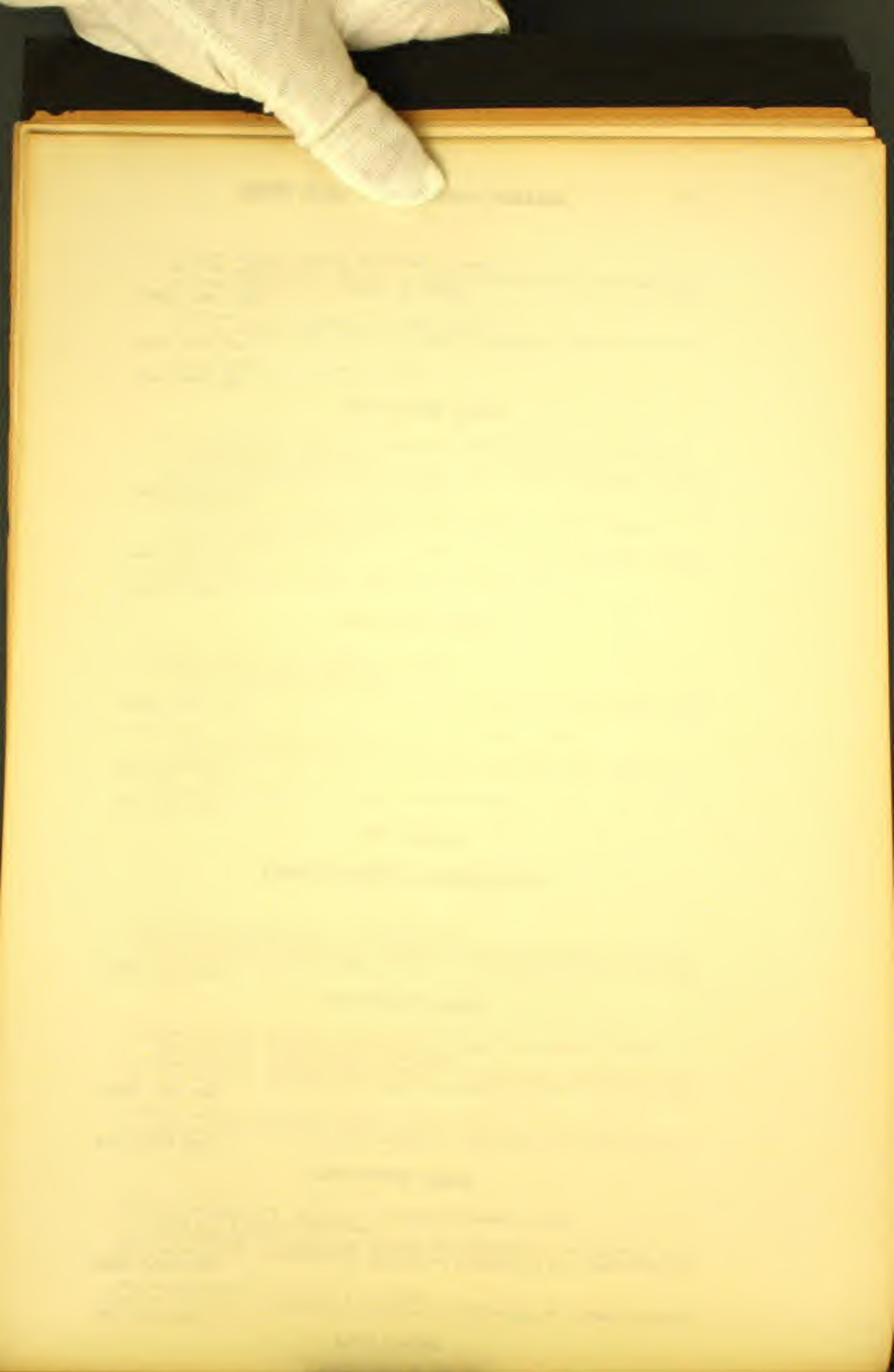
#### **TWO COAT JOB:**

- 1st Coat—MOLETA FLAT WHITE E. S. FINISH and MOLETA ENAMEL in equal parts.
- 2nd Coat—MOLETA ENAMEL as it comes in the can.

#### **THREE COAT JOB:**

- 1st Coat—MOLETA FLAT WHITE E. S. FINISH.
- 2nd Coat—MOLETA FLAT WHITE E. S. FINISH and MOLETA ENAMEL in equal parts.
- 3rd Coat—MOLETA ENAMEL as it comes in the can.







# **Moleta**

## **PAINTING SPECIFICATIONS FOR EXTERIOR PAINTING**

### **PREPARATORY WORK**

All paint materials shall be thoroughly stirred or agitated until the various ingredients are completely intermixed.

No exterior painting shall be done in rainy, damp or frosty weather or until the surface is thoroughly dry.

All oil, grease, dirt or other foreign materials should be removed from surfaces before painting.

Remove all loose paint. Sand, scrape and steel wool all checked and rough paint.

Knots or sap streaks in lumber shall be given a coat of MOLETA PIGMENTED REINFORCING PAINT LIQUID before the application of the first coat, or priming coat.

Nail holes or similar imperfections shall be puttied smooth after the first or priming coat has become hard and dry.

No coat of paint shall be applied until preceding coats are thoroughly dry.

All unprimed galvanized metal shall be properly treated with a wash and coated with a high grade metal primer.

### **NEW EXTERIOR WOODWORK**

#### **2 COAT JOB:**

1st Coat—MOLETA READY MIXED PAINT reduced with one pint of pure linseed oil and one-half pint of turpentine to the gallon.

2nd Coat—MOLETA READY MIXED PAINT mixed with  $\frac{1}{4}$  Gallon MOLETA PIGMENTED REINFORCING PAINT LIQUID to the gallon.

#### **3 COAT JOB:**

1st Coat—MOLETA READY MIXED PAINT reduced with one pint of pure linseed oil and one-half pint of turpentine to the gallon.

2nd Coat—MOLETA READY MIXED PAINT reduced with one pint of turpentine and one-half pint of pure linseed oil to the gallon.

3rd Coat—MOLETA READY MIXED PAINT mixed with one quart of MOLETA PIGMENTED REINFORCING PAINT LIQUID to the gallon.

### **REPAINTING OLD EXTERIOR WOODWORK**

#### **1 COAT JOB:**

MOLETA READY MIXED PAINT mixed with one quart of MOLETA PIGMENTED REINFORCING PAINT LIQUID.

#### **2 COAT JOB:**

1st Coat—MOLETA READY MIXED PAINT reduced with one pint of turpentine and one-half pint pure linseed oil to the gallon.

2nd Coat—MOLETA READY MIXED PAINT mixed with one quart MOLETA PIGMENTED REINFORCING PAINT LIQUID.

If the painter wishes to mix his own material and is not inclined to use a ready mixed paint, MOLETA T. O. W. is to be specified, reduced in accordance with directions. We recommend that after the painter has mixed his T. O. W. that he add  $\frac{1}{4}$  Gallon MOLETA PIGMENTED REINFORCING PAINT LIQUID to each gallon of the finishing coat.



**SASH AND TRIM WORK**

MOLETA PIGMENTED REINFORCING PAINT LIQUID as it comes in the can.



## **SASH AND TRIM WORK**

MOLETA PIGMENTED REINFORCING PAINT LIQUID as it comes in the can.

### **UNPAINTED FLOORS EXTERIOR OR INTERIOR SURFACES OF WOOD, CONCRETE OR CEMENT**

#### **2 COAT JOB:**

- 1st Coat—MOLETA PORCH & DECK FLOOR ENAMEL PAINT reduced with one pint of pure turpentine to the gallon.
- 2nd Coat—MOLETA PORCH & DECK FLOOR ENAMEL PAINT as it comes in the can.

## **FOR REPAINTING FLOORS-EXTERIOR OR INTERIOR**

SURFACES OF WOOD, CONCRETE, CEMENT OR LINOLEUM

#### **1 COAT JOB:**

MOLETA PORCH & DECK FLOOR ENAMEL PAINT as it comes in the can.

#### **2 COAT JOB:**

- 1st Coat—MOLETA PORCH & DECK FLOOR ENAMEL PAINT reduced with one pint of turpentine to the gallon.
- 2nd Coat—MOLETA PORCH & DECK FLOOR ENAMEL PAINT as it comes in the can.

## **NEW AND UNPAINTED WALL SURFACES**

OF CONCRETE, STUCCO, CEMENT OR BRICK

Surfaces that show salt or efflorescence should be washed with a solution made with 3 Lbs. of Zinc Sulphate to one gallon of water. This solution is also to be used to treat surfaces that have been lime washed.

#### **2 COAT JOB:**

- 1st Coat—MOLETA BRICK, CEMENT & STUCCO PAINT mixed with  $\frac{1}{4}$  Gallon MOLETA NON-PIGMENTED REINFORCING PAINT LIQUID.
- 2nd Coat—MOLETA BRICK, CEMENT & STUCCO PAINT as it comes in the can.

#### **3 COAT JOB:**

- 1st Coat—MOLETA BRICK, CEMENT & STUCCO PAINT mixed with  $\frac{1}{4}$  Gallon MOLETA NON-PIGMENTED REINFORCING PAINT LIQUID.
- 2nd Coat—MOLETA BRICK, CEMENT & STUCCO PAINT as it comes in the can.
- 3rd Coat—MOLETA BRICK, CEMENT & STUCCO PAINT as it comes in the can.

## **REPAINTING WALLS**

OF CONCRETE, STUCCO, BRICK OR CEMENT

#### **1 COAT JOB:**

MOLETA BRICK, CEMENT & STUCCO PAINT LIQUID as it comes in the can.

#### **2 COAT JOB:**

- 1st Coat—MOLETA BRICK, CEMENT & STUCCO PAINT mixed with  $\frac{1}{4}$  Gallon MOLETA NON-PIGMENTED REINFORCING PAINT LIQUID, CLEAR.
- 2nd Coat—MOLETA BRICK, CEMENT & STUCCO PAINT as it comes in the can.

## **IRON AND METAL SURFACES**

#### **1 COAT JOB:**

MOLETA PIGMENTED REINFORCING PAINT LIQUID as it comes in the can.

#### **2 COAT JOB:**

- 1st Coat—MOLETA PIGMENTED REINFORCING PAINT LIQUID reduced with one pint of pure turpentine.
- 2nd Coat—MOLETA PIGMENTED REINFORCING PAINT LIQUID as it comes in the can.







## A FEW OF THE MANY USERS OF **Molet's** FLAT WHITE E. S. FINISH

- Veterans Hospital, Tuskegee, Alabama  
 Fort Huachuca, Fort Huachuca, Arizona  
 Army & Navy General Hospital, Hot Springs, Ark.  
 Fort Mason, Fort Mason, Calif.  
 Fort MacArthur, San Pedro, Calif.  
 Fitzsimons General Hospital, Denver, Colo.  
 Fort Trumbull Training Station,  
 U. S. Coast Guard, New London, Conn.  
 Submarine Base, New London, Conn.  
 Naval Air Station, Anacostia, D. C.  
 Army Medical Center, Washington, D. C.  
 Engineer Reproduction Plant  
 U. S. Army - Army War College,  
 Washington, D. C.  
 U. S. Navy Yard, Washington, D. C.  
 Columbia Institution for the Deaf,  
 Washington, D. C.  
 Bureau of Air Commerce, Washington, D. C.  
 Bureau of Lighthouses, Washington, D. C.  
 Bureau of Standards, Washington, D. C.  
 St. Elizabeth's Hospital, Washington, D. C.  
 Howard University, Washington, D. C.  
 U. S. Marine Corps  
 Marine Barracks, Washington, D. C.  
 National Training School for Boys,  
 Washington, D. C.  
 Smithsonian Institution, Washington, D. C.  
 U. S. Government Printing Office,  
 Washington, D. C.  
 U. S. Senate Office Building, Washington, D. C.  
 U. S. Soldiers' Home, Washington, D. C.  
 Veterans Hospital, Washington, D. C.  
 Fort Sheridan, Fort Sheridan, Ill.  
 Veterans Administration Facility, Knoxville, Iowa  
 U. S. Penitentiary, Leavenworth, Kansas  
 Fort Thomas, Newport, Ky.  
 Aberdeen Proving Ground, Aberdeen, Md.  
 U. S. P. O. & Court House Bldg., Baltimore, Md.  
 Edgewood Arsenal, Edgewood, Md.  
 Fort George G. Meade,  
 Fort George G. Meade, Md.  
 U. S. Naval Academy Dairy, Gambrilla, Md.  
 U. S. Army Base, Boston, Mass.  
 U. S. Marine Hospital, Detroit, Mich.  
 Picatinny Arsenal, Dover, N. J.  
 Naval Aircraft Factory, Lakehurst, N. J.  
 Veterans Administration Facility, Lyons, N. J.  
 Baritan Arsenal, Metuchen, N. J.  
 Fort Dix, Wrightstown, N. J.  
 Naval Hospital, Brooklyn, N. Y.  
 Fort Niagara, Fort Niagara, N. Y.  
 Fort Jay, Governors Island, N. Y.  
 Fort Totten, New York  
 Watervliet Arsenal, Watervliet, N. Y.  
 West Point, New York  
 Fort Bragg, North Carolina  
 U. S. Industrial Reformatory, Chillicothe, Ohio  
 Wright Field, Dayton, Ohio  
 U. S. Northeastern Penitentiary, Lewisburg, Pa.  
 Frankford Arsenal, Bridesburg, Phila., Pa.  
 U. S. Naval Hospital, Philadelphia, Pa.  
 Quartermaster Corps School,  
 2620 Grays Ferry Road, Phila., Pa.  
 U. S. Navy Yard, Philadelphia, Pa.  
 U. S. Naval Torpedo Station, Newport, R. I.  
 Charleston Navy Yard, Charleston, S. C.  
 Charleston Ordnance Depot, Charleston, S. C.  
 Marine Barracks, Parris Island, S. C.  
 Fort Sam Houston, Texas  
 U. S. Detention Farms, La Tuna, Texas  
 Fort Humphreys, Virginia  
 Fort Meyer, Virginia  
 Fort Monroe, Virginia  
 Langley Field, Virginia  
 Norfolk Navy Yard, Portsmouth, Va.  
 Marine Barracks, Quantico, Va.  
 Federal Industrial Inst. for Women,  
 Alderson, W. Va.  
 Fort Francis, E. Warren, Wyo.  
 Syracuse University, Syracuse, N. Y.  
 St. Luke's Hospital, 1506 Whiteboro, Utica, N. Y.  
 Syracuse Psychopathic Hospital, Syracuse, N. Y.  
 Syracuse State Hospital, Syracuse, N. Y.  
 St. Lawrence State Hospital, Ogdensburg, N. Y.  
 New York School for Deaf,  
 165 St. & Riverside Drive, N. Y. C.  
 Raybrook Tuberculosis Hospital, Ray Brook, N. Y.  
 Buffalo State Hospital, Buffalo, N. Y.  
 Central Islip State Hospital, Central Islip, N. Y.  
 New York State School of Agriculture,  
 Cobleskill, N. Y.  
 Gowanda State Homeopathic Hospital,  
 Helmuth, N. Y.  
 Letchworth Village, Thiells, N. Y.  
 Manhattan State Hospital, Wards Island, N. Y.  
 Rockland State Hospital, Orangeburg, N. Y.  
 Sing Sing Prison, Ossining, N. Y.  
 Harlem Valley State Hospital, Wingdale, N. Y.  
 Creedmoor State Hospital, Queens Village, N. Y.  
 Brooklyn State Hospital, Brooklyn, N. Y.  
 Cornell University, Ithaca, N. Y.  
 Elmira Reformatory, Elmira, N. Y.  
 Dannemora State Hospital, Dannemora, N. Y.  
 Wallkill Prison, Wallkill, N. Y.  
 Pilgrim State Hospital, Brentwood, N. Y.  
 Rochester State Hospital, Rochester, N. Y.  
 Kings Park State Hospital, Kings Park, N. Y.  
 Matteawan State Hospital, Beacon, N. Y.  
 Appalachian State Teachers College,  
 Boone, N. C.  
 The Agricultural & Technical College,  
 Greensboro, N. C.  
 The Woman's College of the University of N. C.,  
 Greensboro, N. C.  
 N. C. State College of Ag. & Engr.,  
 of the University of N. C., Raleigh, N. C.  
 North Carolina Sanatorium, Sanatorium, N. C.  
 State Hospital at Raleigh, Raleigh, N. C.  
 Winston-Salem Teachers' College,  
 Winston-Salem, N. C.  
 The North Carolina College for Negroes,  
 Durham, N. C.







# **Moletg**

## **OXFORD SYNTHETIC GUM ENAMEL**



### ***THE ENAMEL THAT HAS EVERYTHING***

Also comes in a Semi-Gloss Finish. Approximately 15 days after application this Finish gives a reproduction of a High Gloss Enamel rubbed down with pumice stone and water.

- |  |   |
|--|---|
| 1. Does not sag.                         | 6. Great spread.  |
| 2. Tremendous hiding.                    | 7. Rapid drying.  |
| 3. Excellent white color.                | 8. Very flexible.                                       |
| 4. No printing or marring.               | 9. Beautiful gloss.                                     |
| 5. Perfect flow - free from brush marks. | 10. Easy working. Works as freely as a long oil enamel. |



### **UNUSUAL QUALITIES**

Dishes and objects placed on window sills and other surfaces that were painted with long-oil enamels frequently bring complaints of printing and marring the surface. OXFORD SYNTHETIC GUM ENAMEL WILL OVERCOME THIS CONDITION.



An ideal finish for all interior surfaces of plaster, wood, metal, etc.







**MOLETA EGGSHELL GLOSS STIPPLE**

is intended for use on walls and ceilings of plaster, brick, concrete or cement, where a gloss stippled finish is desired. It dries with a tough film and is exceptionally white in color. Like MOLETA FLAT WHITE E. S. FINISH, it is washable.

**MOLETA FLAT WHITE EGGSHELL STIPPLE**

is a product that is intended for use on walls and ceilings of plaster, brick, concrete or cement where a stippled finish is desired. MOLETA FLAT WHITE EGGSHELL STIPPLE has exceptionally white color and is ideal for stippling purposes. Like MOLETA FLAT WHITE E. S. FINISH, it is washable.

**MOLETA ENAMEL UNDERCOAT,**

as the name implies, is an ideal foundation coat for enamel, to be used on all interior surfaces. It flows together excellently and dries leaving practically no brush lines. It is formulated so that subsequent applications of enamel would not be excessively absorbed into the undercoat, therefore permitting the vehicle in the enamel to be held up so that maximum gloss and a uniform finish will result.

**MOLETA BETTER GLOSS WHITE ENAMEL**

dries rapidly, and can be used for both exterior and interior purposes. It can be used on walls and ceilings of plaster, on woodwork, metal, furniture, boats and any type of machinery; in fact, it can be used for any purpose where an enamel finish is desired. This is a non-yellowing type of enamel. Also comes in a SEMI-LUSTRE finish.

**MOLETA COMBINATION PRIMER & UNDERCOAT**

is intended as a priming coat on surfaces of wood that have not been previously painted. It also acts as an undercoat. This product has very great hiding powers, and with one coat of MOLETA COMBINATION PRIMER & UNDERCOAT and one coat of OXFORD SYNTHETIC GUM ENAMEL, or MOLETA BETTER GLOSS ENAMEL, will give a job equal in appearance to the average three coat job.

**MOLETA WALCOFILM FIRST COAT**

is intended for use on walls and ceilings that have been papered and where one does not wish to remove the wallpaper. MOLETA WALCOFILM SECOND COAT is to be stippled on application, as that eliminates seams and other blemishes from coming through on the finished surface. All loose paper should be removed before applying WALCOFILM FIRST COAT.

**MOLETA #608 DEAD FLAT,** as the name implies, dries with a dead flat finish, and is intended for use on interior surfaces of plaster, cement and stucco.

**MOLETA HEAT & FUME RESISTING ENAMEL**

is intended for interior use in bakeries, dairies, etc. where heat and fumes have a tendency of discoloring enamels.

**MOLETA BRILLIANT COLORS** are light fast and are intended for interior as well as exterior use. They dry with a high gloss and have the ability of retaining their colors over an indefinite period of time, and can be used in many places where a high grade product of this kind is required.

**MOLETA TONER** is intended for use in tinting MOLETA FLAT WHITE E. S. FINISH. It also can be used as a flat finish for interior surfaces. When applied as a flat finish, stippling is recommended. Stir thoroughly and use as it comes in the can. If necessary to thin, use turpentine sparingly.

**MOLETA PIGMENTED REINFORCING PAINT LIQUID**

has many uses when applied as it comes in the can. It can be used for exterior trim and sash work, the finishing of dados, on plaster, wood, concrete and metal surfaces, both interior and exterior. One quart of this material added to one gallon of mixed T.O.W. or mixed lead and oil paint, for exterior work, will reinforce the waterproofing qualities, improve the gloss, leveling and drying qualities of your paint, and reinforce the color you are now using in tinting your paint, which will result in better retention of color.

**MOLETA PORCH & DECK FLOOR ENAMEL PAINT**

is intended for use on wood, concrete or linoleum floors, both interior and exterior, is a very high grade porch and deck floor enamel paint, and has excellent working qualities. Comes in eight different colors.

**MOLETA BRICK, CEMENT & STUCCO PAINT**

is scientifically prepared for use on walls of exterior surfaces. It has exceptional density, free-working qualities and it is very durable. It dries with a semi sheen. It comes in six standard colors and white.

**MOLETA T.O.W. PASTE**

is not a substitute for white lead, but is a distinctly superior product both from the standpoint of the remarkable results it produces as well as the great saving in labor it affords. It is intended for either interior or exterior use, and when properly mixed brushes on with exceptional ease. It is non-porous, exceptionally white in color and very durable. Will not discolor from the action of sulphur fumes — a remarkable advantage for industrial establishments. Can be tinted to any color desired. Two coats of T.O.W. are equivalent in hiding to three coats of white lead.

**MOLETA READY MIXED T.O.W.** comes in seventeen beautiful colors. It is intended for exterior use and has excellent hiding as well as excellent wearing qualities.

**MOLETA SPAR VARNISH**

—This varnish is very pale in color, full in body, has exceptional free-working qualities under the brush, dries with a beautiful high lustre, is extremely tough and water-proof, and can be used for either exterior or interior work. This item is the finest quality of exterior varnish that it is possible to produce.

**MOLETA 4 HOUR VARNISH**

—This is the most popular varnish manufactured by us. It will set in one hour and dry in four hours. It is absolutely water-proof and will not turn white. Manufactured by us especially for floors, it can nevertheless be used for almost any other work requiring varnish. Dries with an exceptional fine lustre.

**MOLETA FLAT VARNISH**

—This material dries with a beautiful rubbed effect, and is recommended by us where a flat varnish is desired.

**MOLETA SEMI-LUSTRE VARNISH**

—This material is pale in color, works freely and dries with a beautiful sheen.

**MOLETA FLAT WHITE EGGSHELL PRIMER**

is a first coater, intended for use on interior plaster, concrete, brick, wallboard or cement. It produces an elastic coating with excellent sealing properties. Will help eliminate hair lines from coming through on subsequent coats of MOLETA FLAT WHITE EGGSHELL FINISH, the TRULY WASHABLE FLAT paint.

**"ALL MOLETA PAINT PRODUCTS ARE MANUFACTURED OF  
THE HIGHEST GRADE MATERIALS AND IN A MOST  
SCIENTIFIC MANNER."**







**Specify Moleta**

When Walls go to the Laundry

Here's the real test of paint quality: Does the finish stand up and retain its beauty after repeated washings?

A high ranking State Prison Official writes: "I wish to advise I received reports from various prisons, and all are in agreement that your product meets with all your claims." - A Superintendent of the Department of Education in one of our principal cities writes: "Our Maintenance Division has had considerable familiarity with your paint, and agrees that you are putting out an excellent product." The Manager of a large metropolitan hotel writes: "We feel that you have an outstanding product in MOLETA that is particularly desirable for hotel use."

**THE TRULY WASHABLE FLAT PAINT**

**Specify Moleta**

**"Superior!"**  
SAY PAINTERS AND MAINTENANCE EXPERTS

USED IN THE BUILDINGS AT WEST POINT, ANNAPOLIS, VETERANS HOSPITALS, UNIVERSITIES AND PRACTICALLY EVERY DEPARTMENT OF THE U. S. GOVERNMENT

STAINS CAN BE READILY REMOVED WITH CLEANER AND WATER WITHOUT APPAR-  
ENTLY EFFECTING THE PAINT  
FILM

**THE TRULY WASHABLE FLAT PAINT**

**Specify Moleta**

PHOTO A  
BEFORE WASHING

The fine hair lines shown in above PHOTO A are frequently noted on walls in buildings. The hair lines become pronounced by reason of the dirt accumulating on the walls, and where the hair lines exist the dirt penetrates into the hair lines, caused either by the law of gravity or by the breathing of the plaster, which results in less dirt on the actual hair line than the immediate surface bordering the hair line, with the result that hair lines become more visible as more dirt surrounds it on the balance of the surface.

By having a washable paint upon the walls, when dirt is removed as illustrated in PHOTO B, the hair lines are not apparent to the eye on ordinary inspection. This clearly illustrates one of the many reasons why it is important to apply MOLETA WASHABLE PAINTS, in addition to the necessary requirements demanded by sanitation.

PHOTO B  
AFTER WASHING

**THE TRULY WASHABLE FLAT PAINT**

**Specify Moleta**

L. BAMBERGER & CO.  
NEWARK, N. J.

March 27, 1937

Moore, Lederer & Teussig  
506 -08 North American St.  
Philadelphia, Pa.

Gentlemen:

I have used Moleta Eggshell Flat Finish and Moleta Enamels for a number of years and have found them very satisfactory.

It is very difficult to find a flat paint that can be washed satisfactorily, but Moleta Eggshell Flat Finish is one that can be washed very nicely.

Yours very truly  
F. V. Teussig  
F. V. Teussig  
Painters' Foreman

FTT:DA L. BAMBERGER & CO.

**THE TRULY WASHABLE FLAT PAINT**

**Specify Moleta**

**GOES FARTHER STAYS LONGER**

USED IN THE WORLD'S TALLEST HOTEL

**HOTEL MORRISON**  
CHICAGO

Moore, Lederer & Teussig, Inc.  
506 -08 North American St.  
Philadelphia, Pa.

Gentlemen:

It is with pleasure that I give you my reaction to Moleta Washable Flat Finish.

Your claims of durability, durability and ease of application are well founded, and it has proved itself a real economy in price maintenance costs.

Cordially yours,  
Lester P. Bird  
Managing Director

**THE TRULY WASHABLE FLAT PAINT**

**Specify Moleta**

**HOTEL STEVENS Chicago**  
WORLD'S LARGEST HOTEL

Walls & Ceilings painted with  
**Moleta Flat White E. S. Finish**

**THE STEVENS**  
CHICAGO

Moore, Lederer & Teussig  
506 -08 North American St.  
Philadelphia, Pa.

Gentlemen:

In answer to your inquiry as to what we think of Moleta paint permit me to say that we are extremely pleased to have it used in the Hotel.

We have found that Moleta Washable Flat Finish is extremely easy and quick to apply. The eggshell finish and washable qualities are valuable in keeping the Hotel fresh and bright.

I trust that this letter answers you of our satisfaction with Moleta paint.

Yours truly  
Lester P. Bird  
Hotel Engineer

**THE TRULY WASHABLE FLAT PAINT**

"THE WORLD'S TALLEST HOTEL"

"THE WORLD'S LARGEST HOTEL"

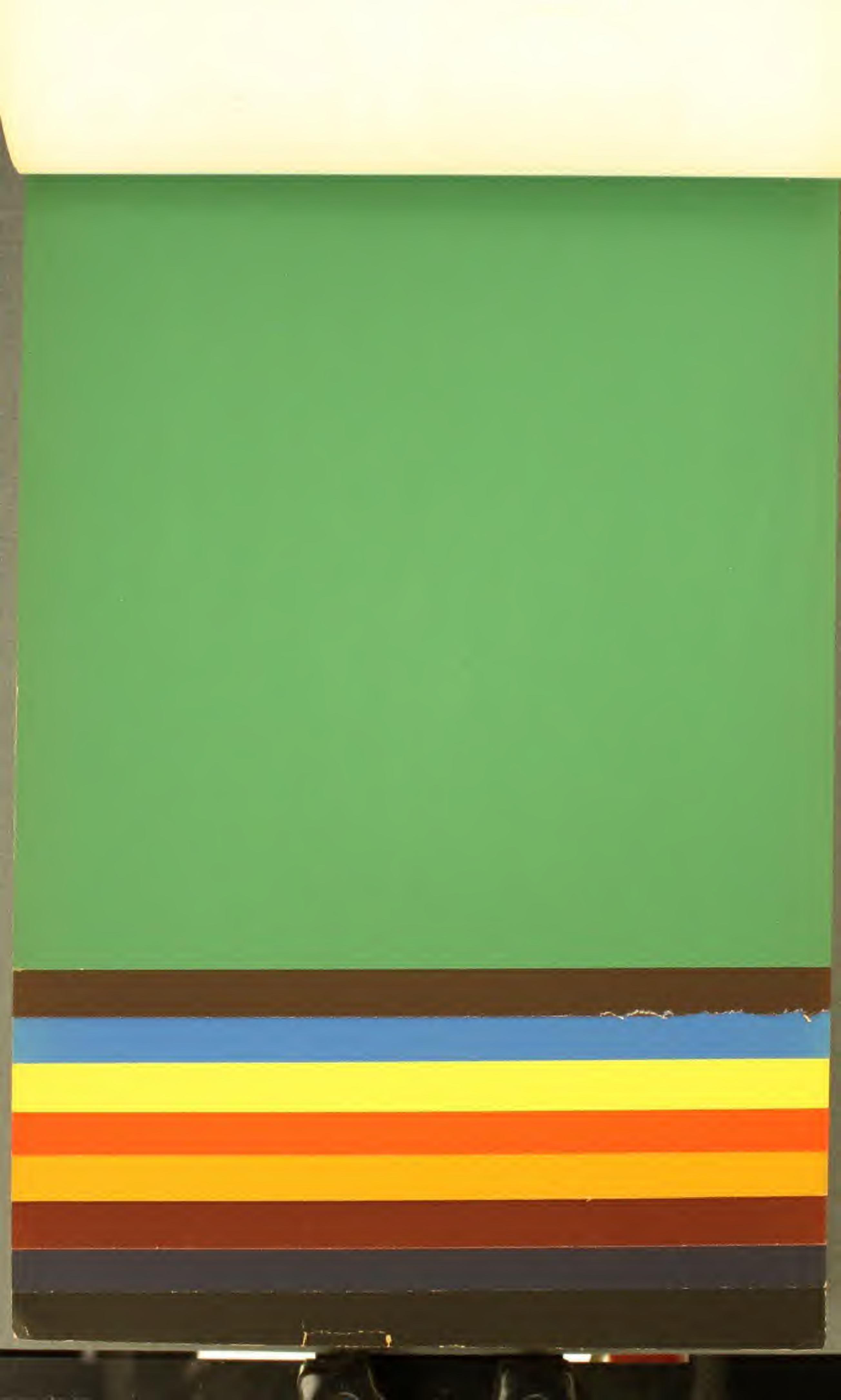


MOLETA FLAT WHITE E. S. PRIMER helps to ELIMINATE HAIR LINES from coming through on subsequent applications of paint. It is a first coater, intended for use on interior plaster, concrete, brick, wallboard or cement. It produces an elastic coating with excellent sealing properties. It is a pigmented primer and possesses excellent opacity, so that one coat of MOLETA FLAT WHITE PRIMER and one coat MOLETA FLAT WHITE E. S. FINISH produce a satisfactory job. It can be tinted to any shade desired.











***Moleta***

Toner Flat Green      No. 808

Page No. 162







*Moleta*

Moleta Toner Flat Brown No. 8 07

Page No. 1 61







***Moleta***

Toner Flat-Trueblue No. 8 06

Page No. 1 60







***Moleta***

Toner Flat—Yellow No. 801

Page No. 159







***Moleta***

Toner Flat—Red No. 802

Page No. 158







*Moleta*

Toner Flat—Ecrú No. 805

Page No 157







*Moleta*

Toner Flat—Maroon No. 804

Page No. 156







***Moleta***

Toner Flat—Blue No. 800

Page No 155







*Moleta*

Toner Flat—Black No. 8 03

Page No. 154







*Moleta*

Toner Flat—Black No. 8 03

Page No. 154







*Moleta*

Toner Flat—Black No. 8 03

Page No. 154

*Moleta*

Flat White E. S. Finish Oyster White No. 3 10

Page No. 153







***Moleta***

Toner Flat—Black No. 8 03

Page No. 154

***Moleta***

Flat White E. S. Finish Quaker Blue No. 3 09

Page No. 152







*Moleta*

Toner Flat—Black No. 8 03

Page No. 154

---

*Moleta*

Flat White E. S. Finish Pink No. 308

Page No. 151







*Moleta*

Toner Flat—Black No. 8 03

*Moleta*

Flat White E. S. Finish Orchid No. 3 07

Page No 150







*Moleta*

*Moleta*

Flat White E. S. Finish Peach No. 3 06

Page No. 149







***Moleta***

Flat White E. S. Finish Cream No.305

Page No. 148







***Moleta***

Flat White E. S. Finish French Gray No. 304

Page No. 147







***Moleta***

Flat White E. S. Finish Pale Blue No. 303

Page No. 146







***Moleta***

Flat White E. S. Finish Pea Green 3 02

Page No. 145







***Moleta***

Flat White E. S. Finish Buff No. 301

Page No. 144







***Moleta***

Flat White E. S. Finish Ivory No. 3 00

Page No. 143







***Moleta***

FORMULA NO. 127

1 Part Toner Green No. 808

16 Parts White

Page No. 141







***Moleta***

FORMULA NO. 126

1 Part Toner Green No. 808

8 Parts White

Page No. 140







*Moleta*

FORMULA NO. 125

1 Part Toner Green No. 808

4 Parts White

Page No. 139







## ***Moleta***

FORMULA NO. 124

6 Parts Toner Yellow No. 801

1 Part Toner Trueblue No. 806

Page No. 138







## *Moleta*

FORMULA NO. 123

1 Part Toner Green No. 808

2 Parts White

Page No. 137







## ***Moleta***

FORMULA NO. 122

3 Parts Toner Yellow No. 801

2 Parts Toner Trueblue No. 806

Page No. 136







## ***Moleta***

FORMULA NO. 121

1 Part Toner Trueblue No. 806

8 Parts White

Page No. 135







## ***Moleta***

**FORMULA NO. 120**

**1 Part Toner Trueblue No. 806**

**3 Parts White**

**Page No. 134**







## *Moleta*

FORMULA NO. 130

64 Parts White

16 Parts Toner Trueblue No. 806

1 Part Toner Black No. 803

Page No. 133







## *Moleta*

FORMULA NO. 119

1 Part Toner Trueblue No. 806

1 Part White

Page No. 132







## *Moleta*

FORMULA NO. 129

16 Parts Toner Trueblue No. 806

1 Part Toner Black No. 803

16 Parts White

Page No. 131







## *Moleta*

FORMULA NO. 128

16 Parts Toner Trueblue No. 806

1 Part Toner Black No. 803

Page No. 130







*Moleta*

FORMULA NO. 2

3 Parts White

1 Part Ivory No. 300

Page No. 129







*Moleta*

FORMULA NO. 1

1 Part White

1 Part Ivory No. 300

Page No. 128







***Moleta***

Flat White E. S. Finish Ivory No. 3 00

Page No. 127







## *Moleta*

FORMULA NO. 74

2 Parts Peach No. 30 6

1 Part French Gray No. 30 4

8 Parts White

Page No. 126







## ***Moleta***

FORMULA NO. 75

2 Parts Peach No. 306

1 Part French Gray No. 304

4 Parts White

Page No. 125







***Moleta***

FORMULA NO. 53

1 Part Toner Ecrú No. 805

16 Parts White

Page No. 124







## ***Moleta***

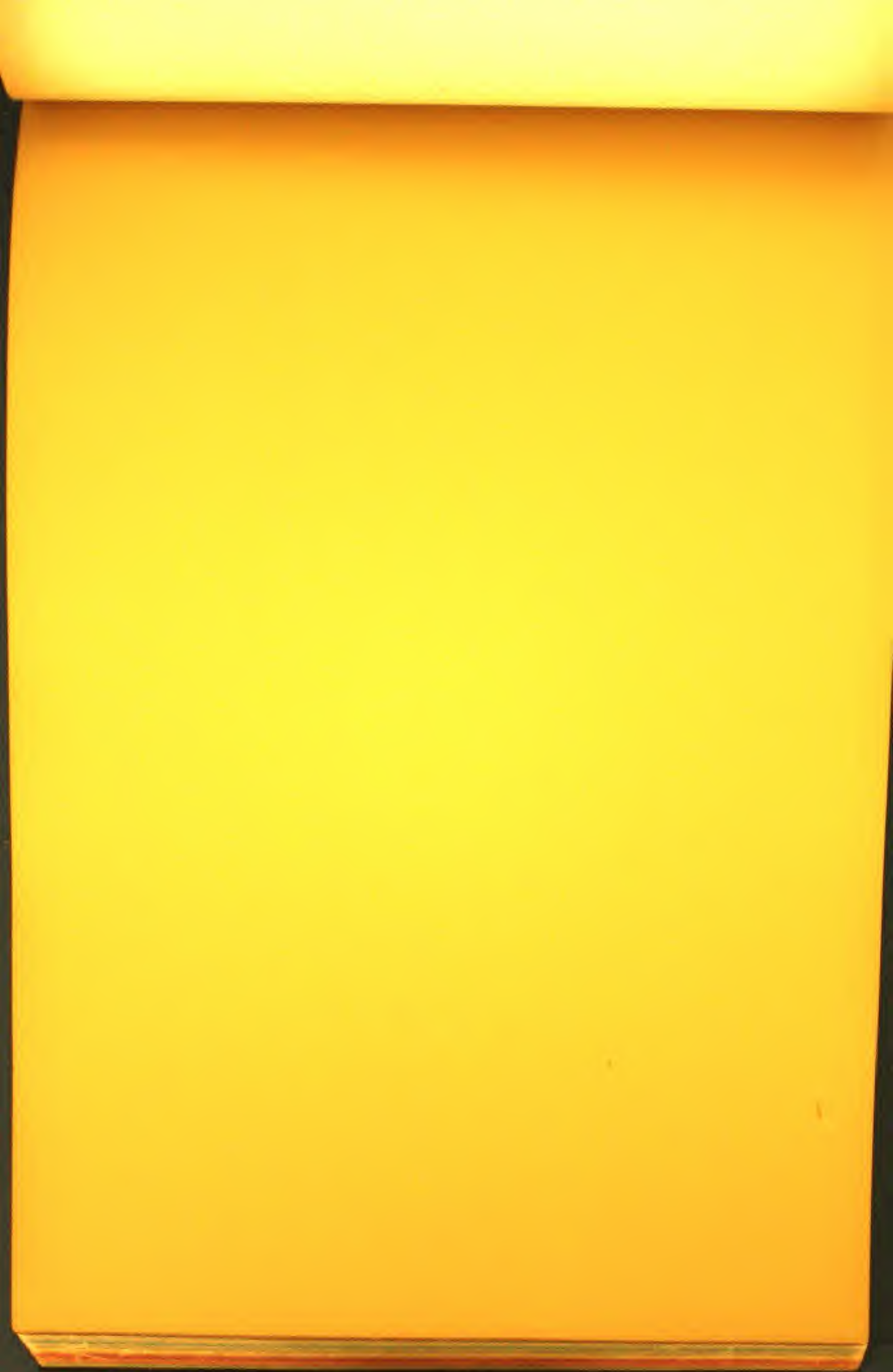
FORMULA NO. 52

1 Part Toner Ecrú No. 805

8 Parts White

Page No. 123







# *Moleta*

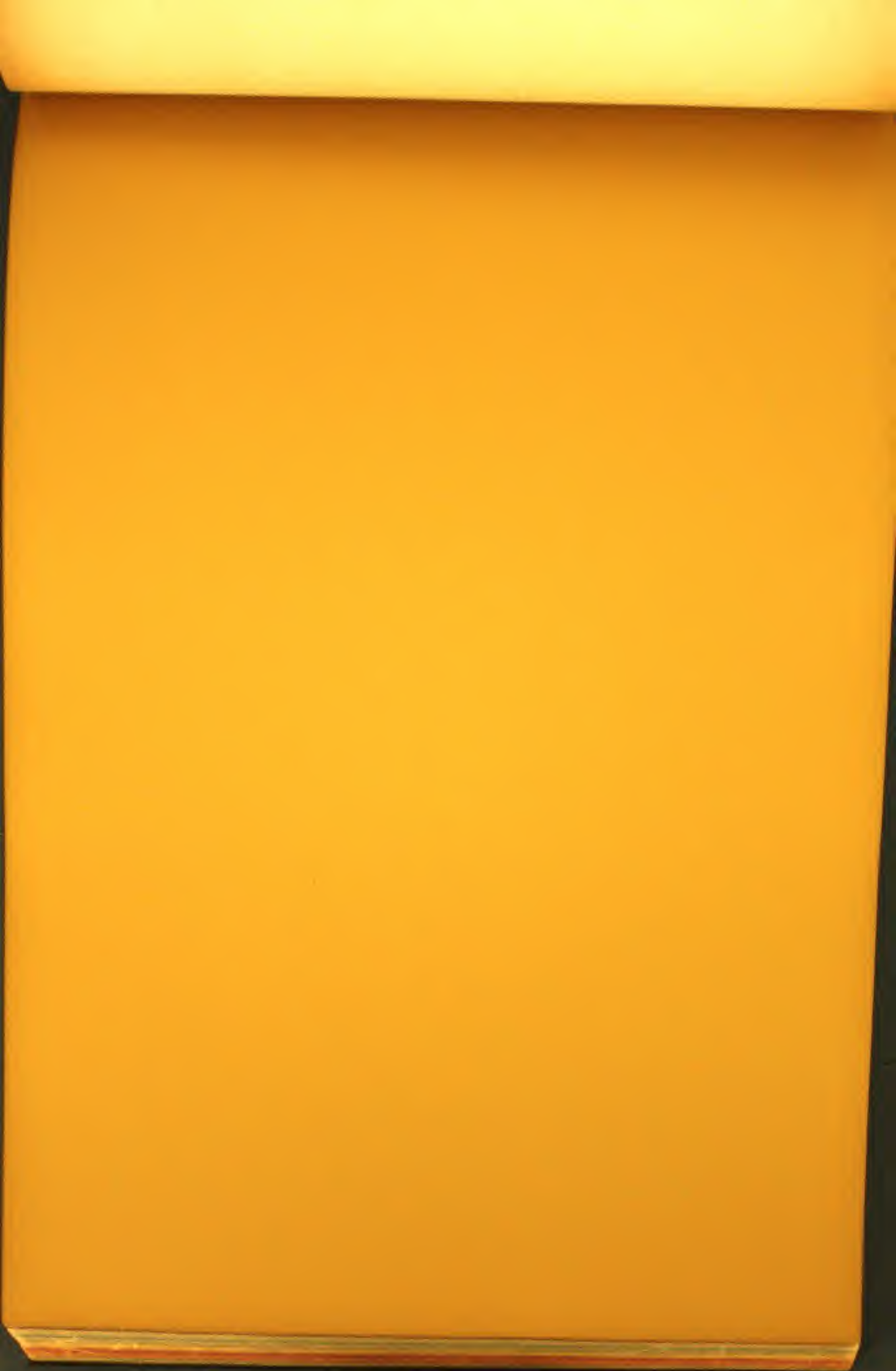
FORMULA NO. 51

1 Part Toner Ecrú No. 805

4 Parts White

Page No. 122







## *Moleta*

FORMULA NO. 65

1 Part Toner Ecrú No. 805

2 Parts White

Page No. 121







## *Moleta*

FORMULA NO. 77

8	Parts Toner Ecru No.	80 5
2	Parts Toner Red No.	80 2
4	Parts Toner Yellow No.	80 1
1	Part Toner Black No.	80 3

40 Parts White

Page No. 120







## *Moleta*

FORMULA NO. 78

- 8 Parts Toner Ecu No. 80 5
- 2 Parts Toner Red No. 80 2
- 4 Parts Toner Yellow No. 80 1
- 1 Part Toner Black No. 80 3

24 Parts White

Page No. 119







## *Moleta*

FORMULA NO. 80

- |   |                        |     |
|---|------------------------|-----|
| 8 | Parts Toner Ecrú No.   | 805 |
| 2 | Parts Toner Red No.    | 802 |
| 4 | Parts Toner Yellow No. | 801 |
| 1 | Part Toner Black No.   | 803 |

Page No. 117







***Moleta***

FORMULA NO. 76

2 Parts Peach No. 306

1 Part French Gray No. 304

Page No. 116







## *Moleta*

FORMULA NO. 61

1 Part Toner Red No. 802

1 Part Toner Black No. 803

1 Part Toner Yellow No. 801

4 Parts Toner Ecrú No. 805

32 Parts White

Page No. 115







## *Moleta*

FORMULA NO. 62

- |   |                       |      |
|---|-----------------------|------|
| 1 | Part Toner Red No.    | 80 2 |
| 1 | Part Toner Black No.  | 80 3 |
| 1 | Part Toner Yellow No. | 80 1 |
| 4 | Parts Toner Ecu No.   | 80 5 |

16 Parts White

Page No. 11 4







## *Moleta*

FORMULA NO. 63

- 1 Part Toner Red No. 802
- 1 Part Toner Black No. 803
- 1 Part Toner Yellow No 801
- 4 Parts Toner Ecrú No. 805

Page No. 113







## *Moleta*

FORMULA NO. 46

1 Part Toner Red No. 802

1 Part Toner Black No. 803

1 Part Toner Ecrú No. 805

Page No. 111







## ***Moleta***

FORMULA NO. 96

4 Parts Toner Red No. 802

1 Part Toner Black No. 803

Page No. 110







*Moleta*

FORMULA NO. 4

4 Parts White

1 Part Buff No. 301

Page No. 109







***Moleta***

FORMULA NO. 11

3 Parts White

1 Part Cream No. 305

Page No. 108







***Moleta***

FORMULA NO. 4

4 Parts White

1 Part Buff No. 301

Page No. 109







***Moleta***

FORMULA NO. 11

3 Parts White

1 Part Cream No. 305

Page No. 108







## ***Moleta***

FORMULA NO. 72

4 Part Buff No. 301

1 Part French Gray No. 304

8 Parts White

Page No. 107







***Moleta***

FORMULA NO. 3

1 Part White

1 Part Buff No. 3 01

Page No. 106







***Moleta***

Flat White E. S. Finish Buff No. 3 01

Page No. 105







## *Moleta*

FORMULA NO. 10

1 Part White

1 Part Cream No. 3 05

Page No. 104





***Moleta***

**Flat White E. S. Finish Cream No. 3 05**

**Page No. 103**





## *Moleta*

FORMULA NO. 73

4 Parts Buff No. 3 01

1 Part French Gray No. 3 04

Page No. 102





## *Moleta*

FORMULA NO. 110

1 Part Cream No. 305

1 Part French Gray No. 304

Page No. 101





***Moleta***

FORMULA NO. 7

3 Parts White

1 Part Pale Blue No. 303

Page No. 100





***Moleta***

Flat White E. S. Finish Pale Blue No. 303

Page No. 99





*Moleta*

FORMULA NO. 19

6 Parts White

1 Part Quaker Blue No. 309

Page No. 98





***Moleta***

FORMULA NO. 18

1 Part White

1 Part Quaker Blue No. 309

Page No. 97





***Moleta***

Flat White E. S. Finish Quaker Blue No. 309

Page No. 96





***Moleta***

FORMULA NO. 57

1 Part Toner Blue No. 8 00

4 Parts Pea Green No. 302

64 Parts White

Page No. 95





## ***Moleta***

FORMULA NO. 87

8 Parts Pea Green No. 302

1 Part Toner Blue No. 800

32 Parts White

Page No. 94





## *Moleta*

FORMULA NO. 58

1 Part Toner Blue No. 800

4 Parts Pea Green No. 302

40 Parts White

Page No. 93





***Moleta***

FORMULA NO. 88

8 Parts Pea Green No. 302

1 Part Toner Blue No. 800

16 Parts White

Page No. 91





## ***Moleta***

FORMULA NO. 104

1 Part Toner Blue No. 800

4 Parts Pea Green No. 302

12 Parts White

Page No. 90





***Moleta***

FORMULA NO. 37

1 Part Toner Blue No. 8 00

12 Parts White

Page No. 89





## *Moleta*

FORMULA NO. 60

1 Part Toner Blue No. 8 00

4 Parts Pea Green No. 30 2

Page No. 88





## ***Moleta***

FORMULA NO. 35

4 Parts Toner Blue No. 8 00

1 Part Toner Yellow No. 8 01

20 Parts White

Page No. 87





## ***Moleta***

FORMULA NO. 89

8 Parts Pea Green No. 302

1 Part Toner Blue No. 800

Page No. 86





*Moleta*

FORMULA NO. 36

1 Part Toner Blue No. 8 00

4 Parts White

Page No. 85





***Moleta***

FORMULA NO. 9

6 Parts White

1 Part French Gray No. 304

Page No. 84





***Moleta***

Flat White E. S. Finish Oyster White No. 310

Page No. 83





## *Moleta*

FORMULA NO. 108

1 Part Cream No. 305

1 Part French Gray No. 304

8 Parts White

Page No. 82





## *Moleta*

FORMULA NO. 109

1 Part Cream No. 305

1 Part French Gray No. 304

4 Parts White

Page No. 81





## *Moleta*

FORMULA NO. 85

2 Parts French Gray No. 304

1 Part Pea Green No. 302

4 Parts White

Page No. 80





## ***Moleta***

FORMULA NO. 86

2 Parts French Gray No. 304

1 Part Pea Green No. 302

Page No. 79





***Moleta***

FORMULA NO. 8

1 Part White

1 Part French Gray No. 304

Page No. 78





***Moleta***

Flat White E. S. Finish French Gray No. 3 04

Page No. 77





*Moleta*

FORMULA NO. 28

32 Parts White

1 Part Toner Black No. 803

Page No. 76





***Moleta***

FORMULA NO. 27

16 Parts White

1 Part Black No. 803

Page No. 75





***Moleta***

FORMULA NO. 26

8 Parts White

1 Part Black No. 803

Page No. 74





## *Moleta*

FORMULA NO. 91

1 Part Toner Blue No. 800

1 Part Toner Black No. 803

64 Parts White

Page No. 73





## ***Moleta***

FORMULA NO. 90

1 Part Toner Blue No. 8 00

1 Part Toner Black No. 8 03

32 Parts White

Page No. 72





## *Moleta*

FORMULA NO. 107

1 Part Toner Black No. 803

32 Parts Orchid No. 307

32 Parts White

Page No. 71





## ***Moleta***

FORMULA NO. 106

1 Part Toner Black No. 803

32 Parts Orchid No. 307

16 Parts White

Page No. 70





*Moleta*

FORMULA NO. 105

1 Part Toner Black No. 803

32 Parts Orchid No. 307

Page No. 69





## *Moleta*

FORMULA NO. 50

- 1 Part Toner Red No. 802
- 1 Part Toner Black No. 803
- 1 Part Toner Ecrú No. 805

32 Parts White

Page No. 68





## *Moleta*

FORMULA NO. 49

1 Part Toner Red No. 802

1 Part Toner Black No. 803

1 Part Toner Ecrú No. 805

16 Parts White

Page No. 67





## *Moleta*

FORMULA NO. 48

1 Part Toner Red No. 802

1 Part Toner Black No. 803

1 Part Toner Ecrú No. 805

8 Parts White

Page No. 66





## ***Moleta***

FORMULA NO. 100

1 Part Toner Yellow No. 801

1 Part French Gray No. 304

12 Parts White

Page No. 64





## ***Moleta***

FORMULA NO. 101

1 Part Toner Yellow No. 801

1 Part French Gray No. 304

8 Parts White

Page No. 63





## ***Moleta***

FORMULA NO. 102

1 Part Toner Yellow No 801

1 Part French Gray No. 304

4 Parts White

Page No. 62





## ***Moleta***

FORMULA NO. 103

1 Part Toner Yellow No. 801

1 Part French Gray No. 304

Page No. 61





***Moleta***

FORMULA NO. 22

16 Parts White

1 Part Yellow No. 801

Page No. 60





***Moleta***

FORMULA NO. 21

8 Parts White

1 Part Yellow No. 801

Page No. 59





***Moleta***

FORMULA NO. 20

4 Parts White

1 Part Yellow No. 801

Page No. 58





## ***Moleta***

FORMULA NO. 66

16 Parts Toner Yellow No. 801

1 Part Toner Red No. 802

48 Parts White

Page No. 57





## *Moleta*

FORMULA NO. 68

16 Parts Toner Yellow No. 801

1 Part Toner Red No. 802

Page No. 55





***Moleta***

FORMULA NO. 15

3 Parts White

1 Part Orchid No. 3 07

Page No. 54





***Moleta***

FORMULA NO. 14

1 Part White

1 Part Orchid No. 3 07

Page No. 53





***Moleta***

Flat White E. S. Finish Orchid No. 397

Page No. 52





*Moleta*

FORMULA NO. 45

1 Part Toner Maroon No. 8 04

32 Parts White

Page No. 51





*Moleta*

FORMULA NO. 44

1 Part Toner Maroon No. 804

16 Parts White

Page No. 50





## *Moleta*

FORMULA NO. 97

4 Parts Toner Maroon No. 804

1 Part Toner Blue No. 800

64 Parts White

Page No. 49





## *Moleta*

FORMULA NO. 54

2 Parts Toner Maroon No. 804

1 Part Toner Blue No. 800

32 Parts White

Page No. 48





## ***Moleta***

FORMULA NO. 55

2 Parts Toner Maroon No. 804

1 Part Toner Blue No. 8 00

16 Parts White

Page No. 47





## *Moleta*

FORMULA NO. 56

2 Parts Toner Maroon No. 804

1 Part Toner Blue No. 8 00

8 Parts White

Page No. 46





## *Moleta*

FORMULA NO. 98

4 Parts Toner Maroon No. 804

1 Part Toner Blue No. 8 00

32 Parts White

Page No. 45





## *Moleta*

FORMULA NO. 99

4 Parts Toner Maroon No. 804

1 Part Toner Blue No. 800

16 Parts White

Page No. 44





## *Moleta*

FORMULA NO. 92

8 Parts Toner Red No. 802

1 Part Toner Black No. 803

64 Parts White

Page No. 43





## ***Moleta***

FORMULA NO. 93

8 Parts Toner Red No. 802

1 Part Toner Black No. 803

48 Parts White

Page No. 42





## *Moleta*

FORMULA NO. 94

8 Parts Toner Red No. 802

1 Part Toner Black No. 803

32 Parts White

Page No. 41





## *Moleta*

FORMULA NO. 95

8 Parts Toner Red No. 802

1 Part Toner Black No. 803

16 Parts White

Page No. 40





## *Moleta*

FORMULA NO. 29

24 Parts French Gray No. 304

6 Parts Toner Red No. 802

1 Part Toner Maroon No. 804

Page No. 39





*Moleta*

FORMULA NO. 43

1 Part Toner Maroon No. 804

4 Parts White

Page No. 38





*Moleta*

FORMULA NO. 41

1 Part Toner Maroon No. 8 04

1 Part White

Page No 37





*Moleta*

FORMULA NO. 42

2 Parts Toner Maroon No. 804

1 Part White

Page No. 36





## ***Moleta***

FORMULA NO. 13

3 Parts White

1 Part Peach No. 306

Page No. 35





## ***Moleta***

FORMULA NO. 12

1 Part White

1 Part Peach No. 306

Page No. 34





## ***Moleta***

Flat White E. S. Finish Peach No. 3 06

Page No. 33





## *Moleta*

FORMULA NO. 40

1 Part Toner Red No. 802

1 Part Toner Yellow No 801

16 Parts White

Page No. 32





## *Moleta*

FORMULA NO. 81

2 Parts Toner Ecu No. 805

1 Part Toner Red No. 802

12 Parts White

Page No. 31





## ***Moleta***

FORMULA NO. 82

**2 Parts Toner Ecu No. 805**

**1 Part Toner Red No. 802**

**8 Parts White**

**Page No. 30**





## *Moleta*

FORMULA NO. 39

1 Part Toner Red No. 802

1 Part Toner Yellow No. 801

8 Parts White

Page No. 29





## *Moleta*

FORMULA NO. 83

2 Parts Toner Ecrú No. 805

1 Part Toner Red No. 802

4 Parts White

Page No. 28





## *Moleta*

FORMULA NO. 84

2 Parts Toner Ecrú No. 805

1 Part Toner Red No. 802

Page No. 27





## ***Moleta***

FORMULA NO. 17

3 Parts White

1 Part Pink No. 30 8

Page No. 26





## *Moleta*

FORMULA NO. 16

1 Part White

1 Part Pink No. 30 8

Page No. 25





***Moleta***

Flat White E. S. Finish Pink No. 308

Page No. 24





## *Moleta*

FORMULA NO. 25

16 Parts White

1 Part Red No. 802

Page No. 23





## *Moleta*

FORMULA NO. 24

8 Parts White

1 Part Red No. 802

Page No. 22





## ***Moleta***

FORMULA NO. 23

4 Parts White

1 Part Red No. 8 02

Page No. 21





## *Moleta*

FORMULA NO. 38

1 Part Toner Red No. 802

1 Part Toner Yellow No 801

Page No. 20





## ***Moleta***

FORMULA NO. 32

1 Part Toner Blue No. 800

1 Part Toner Yellow No 801

16 Parts White

Page No. 19





## ***Moleta***

FORMULA NO. 116

1 Part Toner Yellow No 801

2 Parts Toner Blue No. 800

24 Parts White

Page No. 18





## ***Moleta***

FORMULA NO. 117

**1** Part Toner Yellow No. 801

**2** Parts Toner Blue No. 800

16 Parts White

Page No. 17





## *Moleta*

FORMULA NO. 31

1 Part Toner Blue No. 800

1 Part Toner Yellow No. 801

8 Parts White

Page No. 16





## *Moleta*

FORMULA NO. 118

1 Part Toner Yellow No. 801

2 Parts Toner Blue No. 800

8 Parts White

Page No. 15





## *Moleta*

FORMULA NO. 34

2 Parts Toner Blue No. 800

1 Part Toner Yellow No. 801

5 Parts White

Page No. 14





## *Moleta*

FORMULA NO. 6

3 Parts White

1 Part Pea Green No. 30 2

Page No. 13





*Moleta*

FORMULA NO. 5

1 Part White

1 Part Pea Green No. 302

Page No. 12





## *Moleta*

Flat White E. S. Finish Pea Green No. 3 02

Page No. 11





## ***Moleta***

FORMULA NO. 1 15

1 Part Toner Blue No. 8 00

4 Parts Toner Yellow No. 8 01

64 Parts White

Page No. 10





## *Moleta*

FORMULA NO. 69

2 Parts Toner Yellow No. 801

1 Part Toner Blue No. 800

24 Parts White

Page No. 9





## *Moleta*

FORMULA NO. 114

1 Part Toner Blue No. 800

4 Parts Toner Yellow No. 801

32 Parts White

Page No. 8





## *Moleta*

FORMULA NO. 113

1 Part Toner Blue No. 800

4 Parts Toner Yellow No. 801

16 Parts White

Page No. 7





## ***Moleta***

FORMULA NO. 112

1 Part Toner Blue No. 800

4 Parts Toner Yellow No. 801

8 Parts White

Page No. 6





## *Moleta*

FORMULA NO. 111

1 Part Toner Blue No. 800

4 Parts Toner Yellow No. 801

Page No. 5





## *Moleta*

FORMULA NO. 70

2 Parts Toner Yellow No. 801

1 Part Toner Blue No. 800

8 Parts White

Page No. 4





## *Moleta*

FORMULA NO. 71

2 Parts Toner Yellow No. 801

1 Part Toner Blue No. 800

Page No. 3





## *Moleta*

FORMULA NO. 30

1 Part Toner Blue No. 800

1 Part Toner Yellow No. 801

Page No. 2





## *Moleta*

FORMULA NO. 33

4 Parts Toner Blue No. 800

1 Part Toner Yellow No. 801

Page No. 1











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